

Writing Goals and Objective Worksheet 1

1.	<p>Issue: Increased rates of obesity & percentage overweight in Fond du Lac county</p> <p>Vision: To improve the physical health and well being of all people in FDL through healthy eating and active living</p>								
	<p>Primary Goal: Increase the number of Fond du Lac County residents who are within normal weight for their height through healthy eating and active living</p>								
	<p>Strategies: (Best-practices, evidence-based practice, community acceptance and norms)</p> <ul style="list-style-type: none"> • Increase access to healthy food options • Educate, inform, and set standards for physical activity and nutrition education • Apply incentives to improve nutrition • Apply incentives to increase physical activity 								
	<p>Objective (Long-term): By 2015, decrease the number of Fond du Lac County Adults by 2% who have a BMI equal to or greater then 30% as reported in the 2012 County Health Rankings.</p> <p>By 2015, there will be a decrease of 10% of Fond du Lac youth in 8th, 10th and 11th grade who are classified as overweight or obese as calculated using the CDC's body mass index (BMI) as compared to the baseline data of 25% reported in 2011.</p>								
	<p>Objective (Short-term): By 2013, there will be a 50% increase in the number of food outlets that provide information on the nutritional value of the food.</p> <ul style="list-style-type: none"> • Healthy Food outlet is defined as grocery stores with 4 employees or more or produce stands/farmer markets (County Health Ranking) • <p>By 2013, there will be two communities within the county that are implementing at fidelity the Living Well Program.</p> <p>Fidelity will be determined by implementation of evidence based strategies</p>								
	<table style="width: 100%; border: none;"> <thead> <tr> <th style="text-align: left; width: 60%;">Activities</th> <th style="text-align: left; width: 40%;">Person Responsible</th> </tr> </thead> <tbody> <tr> <td>▪ Pilot Y5210 in two school districts within the county</td> <td></td> </tr> <tr> <td>▪ Increase access to safe foot/bike options (parks, trails, playgrounds)</td> <td></td> </tr> <tr> <td>▪ Increase the labeling of foods sold/served in food outlets to show serving size and</td> <td></td> </tr> </tbody> </table>	Activities	Person Responsible	▪ Pilot Y5210 in two school districts within the county		▪ Increase access to safe foot/bike options (parks, trails, playgrounds)		▪ Increase the labeling of foods sold/served in food outlets to show serving size and	
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	<p>nutritional content</p> <ul style="list-style-type: none"> ▪ Align messaging and communications to strengthen support for healthy eating and active living 			
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